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SURENESS

is yours with inspected meat

U.S. DEPARTMENT OF AGRICULTURE



HERE'S WHY YOU CAN BE SURE



*you
can be
sure...*



if the meat you buy is marked with the U.S. Department of Agriculture round purple stamp or the printed circle of approval on the package.

because it is "U.S. Inspected and Passeded."

The stamp certifies that the meat has passed rigid requirements for cleanliness and wholesomeness. All inspection is conducted by thoroughly trained conscientious inspectors. The stamp is affixed by decision of graduates of veterinary medical schools or their trained assistants. They are backed up by chemists, pathologists, and bacteriologists, and act by authority of the Federal Government. The round purple stamp on large cuts—and a similar seal on packaged meats—shows that when the product left the packing or processing plant it was clean, safe, wholesome, and accurately labeled.

because inspection is continuous and thorough.

Every part of every animal slaughtered at a federally inspected establishment is examined, before and after slaughter. Federal inspection aims to prevent unfit meat from reaching the market. Any animal, or any part of an animal, found to be unsafe or unfit for food is condemned and removed from food channels by Government meat inspectors.

because prepared meats are checked, too.

Federal inspectors make sure that processed products are wholesome and made only from meats and other ingredients that are acceptable for food. This goes for all kinds of sausages and frankfurters, frozen meat dinners, canned and

dehydrated meat, and other meat foods prepared under Federal supervision. For your protection, meat inspectors see that unfit meat and any ingredients found to be unwholesome are removed from food channels.

All ingredients are subject to the same discriminating rigid checks. Spices, flavorings, milk products, cereals, curing agents—everything has to be approved before it can be used.

because the packing plants are clean.

Federal meat inspectors approve plants and facilities before they go into operation to see that they are clean and sanitary, and kept that way. Only water acceptable for drinking is used in meat processing, and for cleaning the equipment, walls, and floors in establishments under Federal inspection. Even detergents used in maintaining cleanliness have to be approved before they can be used.

because the label is truthful.

Federal meat inspectors approve and supervise application of all labels used on meat and meat food products before the product goes on the market. The label must tell what is in the package, the true name of the product, and the name and address of the manufacturer or distributor. Weights shown must be accurate. If a picture is used it must truly represent the product.



This is the stamp for large cuts of meat.

The Federal Meat Inspection Act requires Federal inspection of all meat and meat products that are shipped across State lines and to export markets. Violators of this law are subject to heavy penalties.

Today, 83 percent of all animals slaughtered commercially undergo U.S. Government inspection. Each working day over 400,000 animals earn the mark of USDA's inspection. About 65 percent of the processed meats offered the public are prepared under Federal inspection.

This inspection is a protection for your health and that of your family.

This is the seal for prepared meat products.



You can bring this Sureness to your family. It comes with the U.S. Department of Agriculture stamp on fresh, processed, canned or frozen meat and meat food products.



**MEAT INSPECTION
IS A
CONSUMER SERVICE**

of the U.S. Department of Agriculture

**Prepared by
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